

Instagram Tactic #2: Run a promotion

H2GY1K

LECTURE
SUMMARY

Covered in this lecture:

Tips for running promotions

- Promotions are a good way to get engagement - you ask people to do something and give them something in return

There are 2 ways of doing this:

- ▶ **#1 Running a giveaway** - the winner is chosen randomly from the series of people who did what you asked
- ▶ **#2 Running a contest** - the winner is picked based on some criteria you set (best post, best comment, etc.)
- ▶ If you're looking for ideas, search for #giveaway and #contest or #competition and see what others do
- For a giveaway, you can just ask people to tag a friend, like or comment on a picture, or follow the account in order to enter
- For a contest, the task will require a bit more effort, like posting a picture with a certain theme and tag your account or use your branded hashtag
- ▶ You can partner with another account to do a bigger giveaway and get more people to participate

- ▶ Post a picture of the prize & add text to it in order to let people know there is a giveaway/contest happening & add all the details in the caption
- ▶ Keep in mind that the prize value has to match the size of your audience - don't give away too expensive things if don't have a huge following
- Make sure you check out Instagram's rules for running promotions
- **Once the winner has been selected, make a post to announce it and encourage people to follow you for future giveaways**